Loyola University Maryland
1852
Integrated Enrollment Management Graduate Programs

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St. Ignatius of Loyola

Jesuit.org
Academic Excellence
Discernment
Focus on the Whole Person
Integrity and Honesty
Community
Justice
Leadership
Honesty
Diversity
Service
Constant Challenge to Improve

http://fables.creighton.edu/jcupub/JesuitIHStarburst.JPG
Division of Enrollment Management and Communications

- Inaugurated by current president 8 years ago
- **Centralized Model** under one Vice President: Undergraduate Admission, Graduate Admission, Financial Aid, Marketing and Communications, Institutional Research
- **Purpose:** data informed and mission centric strategic planning for and execution of recruitment, retention, and graduation of students
Recruitment

- List buys
- Graduate Fairs
- Information Sessions, on campus and virtual
- Academic Disciplinary Events
- On Campus Interviews/Visits
- Test Drives/Classroom Visits
- Application Completion
Graduate Admission

Preparing students for lives of meaningful professional service and leadership.

Whatever the stage of your professional journey, apply your skills to greater intellectual and experiential challenges while embracing social responsibility in your workplace and communities.

Loyola University Maryland’s graduate study programs include: master’s degrees and doctorates from Loyola College, our school of arts and sciences; master’s programs in the School of Education; and MBA, MSF, and certificate options from our top-ranking Sellinger School of Business and Management.
Marketing

- Message Frameworks and Content Strategy: Schools and Programs
- Style Guidelines for Brochures, Postcards, etc.
- Web Strategy and Design (and maintenance)
- Advertising
- Digital Media
- Public Relations
- Social Media
- Centralized budgeting, but varies among programs
- Communication Flows
PASTORAL COUNSELING & SPIRITUAL CARE

FIND YOUR PURPOSE >>
Successes

- Experts
- Melding of university brand with disciplinary needs
- Systems built with ability to measure ROI
- Integrated website, graduate on the front page
- In general, strong enrollment
Challenges

- Communication
- Quick Project Issues
- Social Media Maintenance
- Enterprise software roll out—over three years
- Enrollment in some programs
Go to www.loyola.edu